Dear ISQ Journal Editor,

I am excited to present my article, "Naming, Shaming, and Boycotting: The Rising Power of Peer-to-Peer Transnational Advocacy Networks," for consideration by International Studies Quarterly (ISQ). With a storied legacy in engaging with transnational advocacy networks (TANs) and public diplomacy, as underscored by seminal works from Carpenter (2007), Wajner (2019), Hall et al. (2020), and Cheng et al. (2021), ISQ emerges as the quintessential platform for my research.

Central to my exploration is the evolving nature and tactics of TANs in the contemporary global arena. My manuscript not only highlights TANs' traditional "naming and shaming" tactics but also delves into their innovative multi-dimensional international boycott strategies. These strategies harness digital tools, empowering the peer-to-peer model to transform every individual into a "call to action." Rooted in the revolutionary notion that each person with a smartphone is not just a consumer but also a producer of valuable information, this approach recognizes every peer as a walking global system on two legs. The Boycott, Divestment and Sanctions (BDS) movement exemplifies this novel use of digital empowerment in a manner previously unseen.

Israel, with its unique and oftentimes contentious standing in the international community, stands as a compelling case study in this context. Paired with the dynamics of the BDS movement, this interplay serves as a vivid representation of TANs in action, offering invaluable insights into the multifaceted ways TANs navigate their global interactions in today's digital era.

By emphasizing the BDS movement's adeptness in leveraging digital tools and transforming every peer into an active participant, the article offers a fresh perspective on the "peer-to-peer networks" paradigm, demonstrating the profound shift in power dynamics in international relations.

Confident that this contribution will both complement and enhance ISQ's revered scholarly repertoire, I respectfully submit it, hoping it will captivate and engage the journal's esteemed readership.

Warm regards,

Dr. Shay Attias